



LEO BURNETT U.S.A.
OFFICE MEMO

DATE: 2/8/95

TO: Judy Wazorick -7
Dan Babić -7
~~Coffeen Conn~~ TRACI -7
Eileen McGlone -PMCo.
Eric Ostern -PMCo.

Ron White -18
Jack Parker -18
Michelle Rauscher -18
Maria Hechavarria -18
Mario Palacios -18
Stacy Mason -18

PRINT SERVICE - 18

cc: Susan Fraser -7
Brenda White -7
Bill Harmon -7
Penny Moran -7
Mike Roffes -7
U2
LBCo. MEDIA - 7

Lisa Boggs -19
Carl Baca -19
Adriana
ACCOUNT GROUP - 19

Jean Feist - 4

FROM: Inga Lambert - 7

RE: Philip Morris U.S.A.
Authoracing Magazine Additions

Please issue revised copy instructions and adjust the contract(s)/estimate(s) to show the following addition(s):

Magazine	Brand	Issue/Space	Position
<u>CAR and DRIVER</u>	(MAR. RACING)*	MAY/SPREAD	-w/in 1st 10% lead-in full edit
<u>FOUR WHEELER</u>		MAY/2C+P1	
<u>HOT ROD</u>		MAY/BC	
<u>POP. HOT RODDING</u>		MAY/BC	
<u>MOTOR TREND</u>		* MAY/SPREAD	1st 15% lead-in/out full edit
<u>POP. MECHANICS</u>		MAY/BC	
Comments: <u>S.I.</u>		* 5/29/95/SPREAD	lead-in/out full edit star term

Philip Morris schedule to be revised shortly

mpmmemos (1)

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